

Q.23. What are your general impressions of Benson & Hedges sponsoring this type of event?

<u>I.D. #</u>	<u>COMMENTS</u>
31024	Great. Good they can get out and advertise. They can't do much of it anywhere else.
31035	Great! Good for the smokers. Makes them feel wanted.
31042	It's nice because there aren't many places for smokers to go.
31046	It's good. People put smokers out. They are permitting us to come in and smoke.
31059	I think it's neat. I would have never bought the product unless they gave me some to try.
31065	Good advertising. Maybe try the product and switch over.
31068	Wonderful idea! Instead of a commercial, people will remember this.
32020	I think it's a good promotion - should do more of them.
32024	I think it's very good. Good advertisement - gives people a chance to try them.

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